



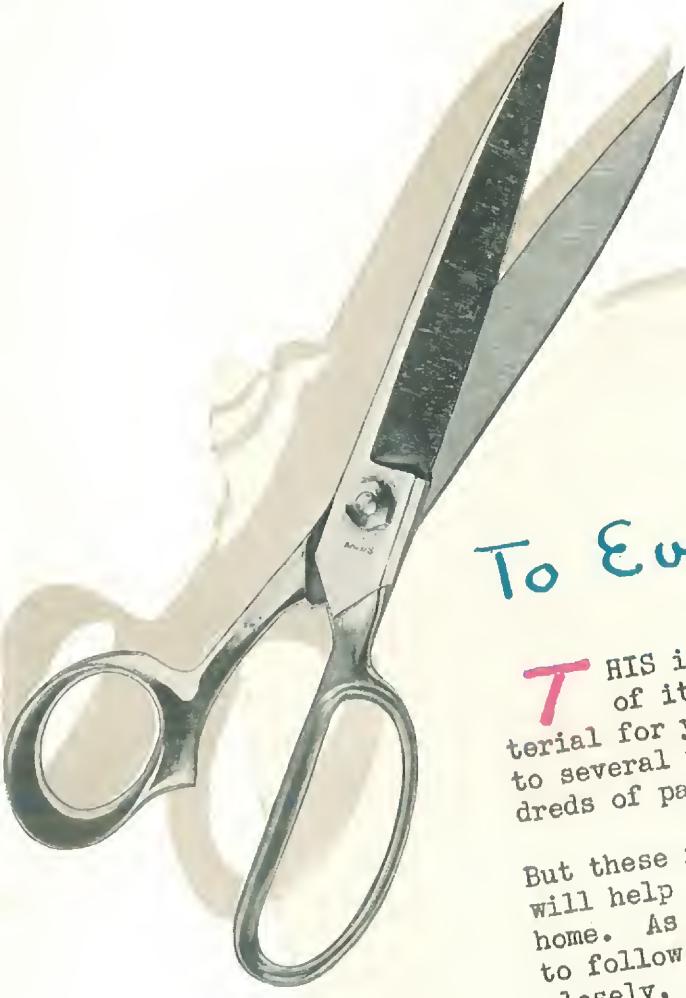
"IDEAS FOR OLD ROOMS AND NEW"



from the scrapbook of

Hazel Dell Brown





To Every Woman Who Reads This Book —

THIS is my scrapbook. Oh, not all of it — I've been collecting material for years, and the whole book runs to several volumes and hundreds upon hundreds of pages.

But these few pages are the ones I think will help you most in decorating your home. As you'll see, I told the printer to follow the "original" pages pretty closely, and I haven't tried to clean them up much. Most of the material is typewritten, and there are lots of marginal notes, too. I've left them all in... maybe they'll give you ideas for marginal notes of your own.

Whatever you do, use your own ideas. Don't be afraid of them. I've found that a bit of imagination, a good knowledge of your own family and its needs, and your own good taste are just about the only requirements for good, pleasing, home decoration.

I'd like to suggest just one rule. Here it is: every successful room must have a color plan. That color plan should be worked out before you spend a penny for draperies, wall finishes, or floors. And the easiest way to work out this plan is with samples of actual materials. That's the way I designed all the rooms in this book — with actual samples of draperies, upholsteries, rugs, wall effects, and, of course, the flooring.

And that's just about all the advice I can offer you here. I hope you'll find it helpful — and that you'll not hesitate to write to me if you need any further assistance.

Cordially yours,

Hazel Dell Brown

Problem

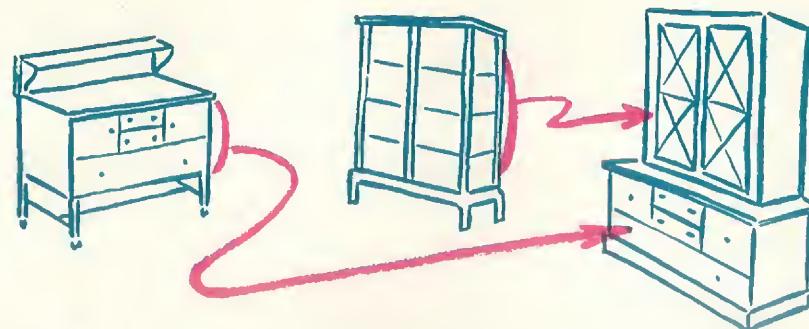


VED

Dear Mrs. Brown,
The enclosed snapshot will
give you an idea of the way my
dining room looks. It has looked
that way for twenty years, Mrs.
Brown, and now I'm anxious to
do it over. We can't afford new
furniture at present, but isn't
there some way we can bring an
old room up-to-date without
discarding the old pieces?
Sincerely,
Mrs. John.

Solution

A real challenge -- to make this nondescript dining room look twenty years younger and still utilize the original golden-oak dining set of 1910 vintage. But let's start with that furniture. The buffet, with legs and top piece removed, makes a creditable base for the china closet, also shorn of its legs. Polished drawer pulls replace old wooden



knobs. To give our cabinet further interest we'll add narrow strips of wood -- crossed, diamond fashion -- to the glass doors and install new glass shelves to take the place of wooden ones. Now paint it a warm, gray shade.

That solves the problem of these two outmoded pieces. Now for a setting worthy of our cabinet. We found that in the floor, a simple design of Armstrong's Gray and White Marbelle, Nos. 018 and 032, is a perfect foil for the pretty rose-figured wallpaper in red and gray. Side walls are painted chair-rail height -- to match the gray tone of the Armstrong Floor.

Inexpensive dress-cotton material in Turkey red worked wonders. We used generous amounts of it for the full swag draperies at the windows. The same material -- smartly quilted -- transformed the ordinary chairs. A white organdy tablecloth with appliqued roses cut from chintz camouflaged the ugly table legs.

Oh yes, that trim shadow box for displaying china and figurines helped complete the transformation.



Floor: Marbellle Linoleum Style No. 018 with circle
and broad bands of white Marbellle Style No. 032.

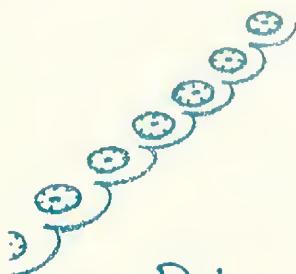


Mr. and Mrs. James C. Carter
announce

the birth of a son

William James Carter

Problem: With just one bathroom and no nursery, where can they possibly put all the equipment it takes to give one tiny baby one bath?



Daisy
Motif

salvaged from space now going to waste. So first, a quick survey of the open spaces. Obviously, that hall door is crying to be used ... so in goes a Closidor with plenty of shelving for powders, baby oils, medicines, and gadgets. And when Billy grows up, that shelving will still be just as welcome for storing the bottles and jars a growing family accumulates.

Next, there are about eighteen inches between the tub and the door -- so in goes a waist-high towel cabinet -- also a handy place for the scales. Covering it with Linowall

Small as it is, their bathroom will just have to do. But unless Mother and Dad are to be driven out entirely, space for young Billy's things must be

will protect it from splashing. In fact, we'll use Linowall for the walls too -- then Billy and his Dad can splash to their hearts' content.

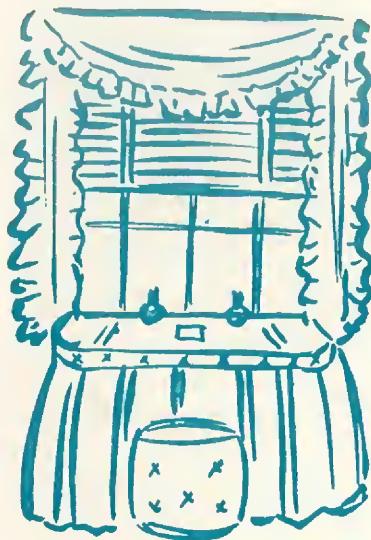
Under the window, there's room for the bathinette, but the lower part of the window ought to be guarded with a piece of plywood to keep Billy from falling against the glass when he gets to the climbing stage. And next to the bathinette, there's just room for one of those ventilated wicker clothes chests.

Now for the color scheme. Blue is the natural choice, with a bit of pink in case Billy acquires a sister. The first step in carrying out this scheme is to choose two of the many handsome blues in Armstrong's Linoleum. Marbellé effects will save housework because the graining hides miscellaneous footmarks between cleanings. So Marbellé it is -- Style Numbers 02 and 020.

See pages 28 + 29

Solution

These two colorings can be tied together with a saucy little daisy inset. This daisy motif can be used in other places, too -- on the shower curtains, the window guard, the bath-mat, the window curtains, for instance. And for variety's sake, the ones on the window curtains can actually be artificial flowers tacked or appliqued in place. Finally, with blue selected for the Linowall, the color scheming is complete. And to join the Linowall to the linoleum, I'll use an Armstrong's Flash Type Cove Base. The smooth, rounded joining will make cleaning so much easier.



After the baby outgrows the bathinette, there's room for a dressing table in front of the window.



Floor: Marbelle Linoleum in Style Nos. 020 and 02 with die-cut rosettes of plain white linoleum.
Border and cove base: cadet blue.
Walls: Moonstone Blue Linowall, Style No. 717.

Solution

Owners of homes built 15 or 20 years ago who want to remodel with up-to-date furnishings, may think it difficult. But, surprisingly enough, the "rubber stamp" look of these old houses can often be erased with only minor alterations and smart, sensible decoration.

The snapshot clearly indicates that the red brick fireplace is not in keeping with the new furniture. It has to go. We'll remove the brick veneer, near-by bookcases, and the old-fashioned window trim, then give the fireplace a smooth plaster facing from floor to ceiling.

A family tree motif above, hand-painted over the mole-colored background, dramatizes the hearth. Living room walls are Roman gold, a color picked up from the handsome bird and basket wallpaper selected for the hall. Cyclamen pink in the upholstered pieces, stair carpet and ceiling, is also found in the wallpaper.

Here's a real problem →

The Armstrong Floor, a marbeleized design in medium brown, is a perfect background for the rich colors in the room and the blond finish of the furniture. An inset of chocolate brown linoleum gives greater glamour to the hearth...as smart as it is inexpensive to do. Living room draperies are cream-textured taffeta lined with bright pink. Against this background we used blond wood furniture with upholstered pieces done in cyclamen pink.

The dining room was completely transformed by using a modern refectory table alongside a seven-foot banquette. One whole wall is covered in the same fabric as the draperies and seat upholstery, the other walls are painted a deep dark cyclamen, and five chairs are done smartly in chartreuse.

family portraits
identically framed in gold
are hung "gallery fashion"
on the walls.

Dear Mrs. Brown,

Recently we moved here because of my husband's business. There wasn't a place for rent within miles, so we bought an old home, hoping to fix it up. This snapshot shows the living room as furnished by the original owners. Our Modern furniture just doesn't fit in.

How can we possibly





Floor: Marbelle Linoleum Style No. Q12 with wide inset of plain chocolate linoleum in front of hearth.



Floor: in kitchen, Embossed Inlaid Linoleum Style No. 5530;
in cozy corner, plain brown linoleum with bands of Chinese
red, cadet blue, jade, and brown.

Sink top: plain brown linoleum.

Walls: Armstrong's Linowall, Style No. 716.

PROBLEM --

Streamlined kitchens are fine for certain households, but there are still families who enjoy leisurely, folksy living. Can't we plan a kitchen in which the whole family can relax, one that's especially warm and cozy on cold winter days?

Plain linoleum, bordered with 3" strips sets off the cozy corner from the rest of the room.

Solution

Originally the alcove at the left was a breakfast nook -- the kind with built-in table and benches -- good for eating and little else. We removed these to the back porch and a wide comfortable built-in couch with drawers underneath took their place. Walls of the alcove were covered with knotty pine, shellacked, then waxed ... a good wallpaper in the same design would do just as

An old-fashioned tin tea box, hand-decorated, makes a handy waste container



well. A rocker, an ordinary round table, a pint-sized Hitchcock chair, an old schoolmaster desk, a wonderful tin tea box, and a remarkable hanging kitchen cabinet were picked up at second-hand stores for a song. We repainted and refinished them ourselves. Incidentally, the hanging cabinet which originally held flour, sugar, spices, cake, and coffee is now a storage space for sewing equipment, paper, string, and tape.

The logical plan of selecting the floor first, worked out especially well for this kitchen. The Embossed Linoleum design, Style No. 5530, with its trim squares of bright, fresh color gave us a good start. For the cozy corner, a floor of plain brown linoleum was used with three-inch strips of red, green, blue, and brown to separate it from the main section of the kitchen. These three colors were then used throughout the room, skillfully contrasted to make them look their best. The hand-crocheted rug was likewise fashioned from rags dyed to match the scheme. In the kitchen proper, by the way, Armstrong's Bisque Linowall covers the walls, and plain brown linoleum all the work surfaces. It's easy to see that although our room is a cozy, friendly place, none of the conveniences of the streamlined kitchen have been omitted. Furthermore, every bit of material used in this room is washable. For all its cleanliness and convenience this kitchen is anything but clinical and it's a warm, pleasant sort of place in which the whole family will like to gather on many a cold winter evening.

Problem - most young married

couples can get along nicely in compact living quarters . . . until the first baby arrives. Then the average one bedroom apartment seems wholly inadequate. But here's a way young parents and their baby can share the same room with enough space and privacy for all three.

The pretty dressing table placed in front of the window for maximum light becomes a useful and decorative part of the room.

Solution

Young parents living in a small apartment aren't the only ones who need a bedroom like this. It's a good idea for any family that has to "double up" to make room for new arrivals.

First we'll set aside one corner of the room, a five-by-five alcove for baby's crib and chest. Then we'll nail light wood strips to the ceiling and hang traverse curtains. These curtains form a small, private bay and can be drawn to regulate light and air.

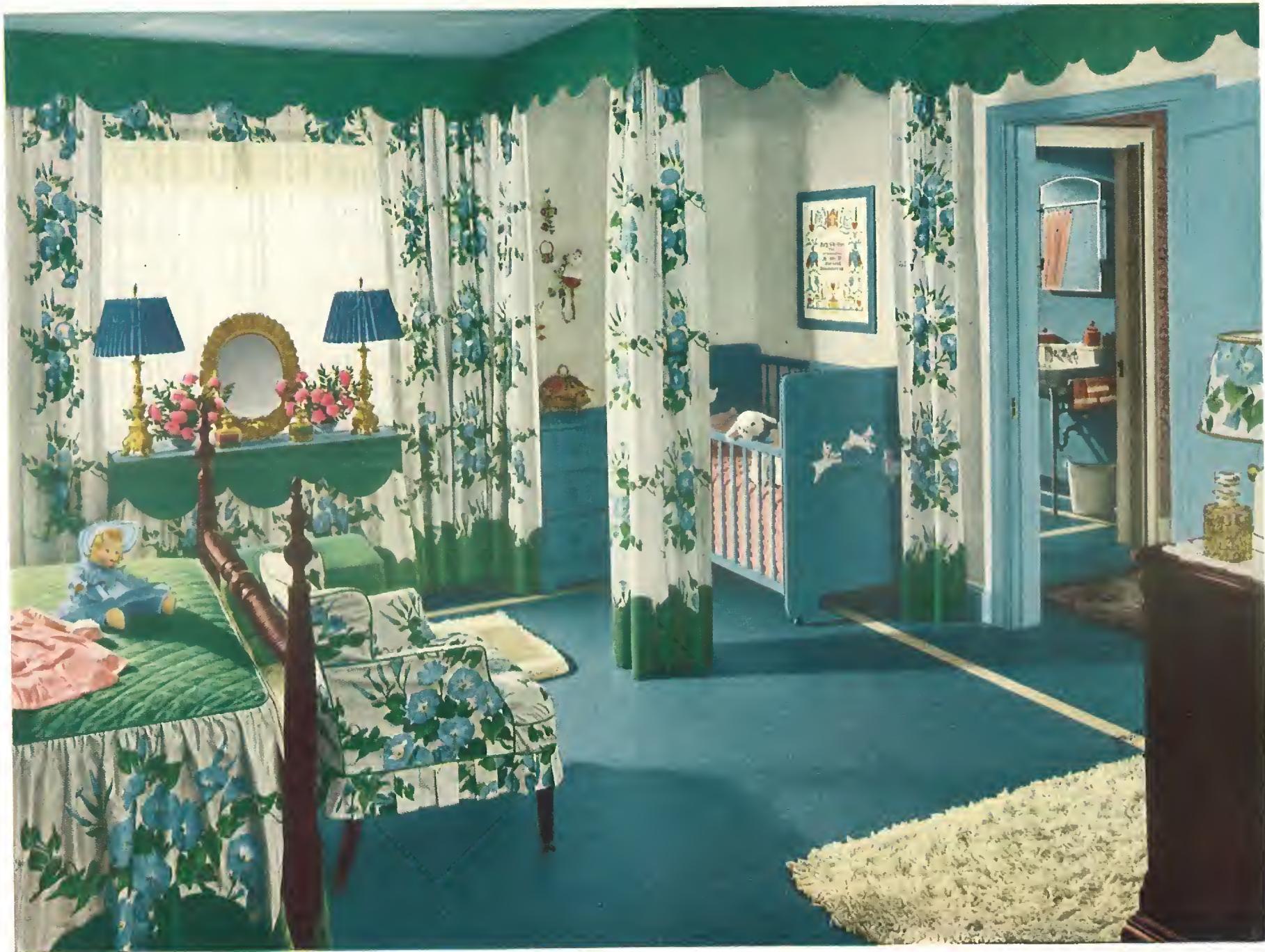
To give the corner a little architectural character, we'll add a pretty, shaped

valance, made of thin pressed wood, plywood or buckrum. This wood valance can be extended over the windows, then painted directly on the walls around the rest of the room.

The valance pattern is also used as a border treatment on the bottom of the curtains, dressing table skirt, and bedspread flounce. Simple scallops, substituted for the valance pattern would be almost as attractive and a 'trifle easier to manage.

Our cool, fresh color scheme is inspired by the delightful morning-glory patterned Glosheen used for bedspread and draperies. The white walls, sky-blue ceiling and wood trim, and soft green valance look their loveliest with the azure blue jaspe linoleum floor. The linoleum, inset with a three-inch band of plain white extends into the hall and a closely harmonizing blue Marbelle effect in Armstrong's Linoleum has been selected for the adjoining bath.

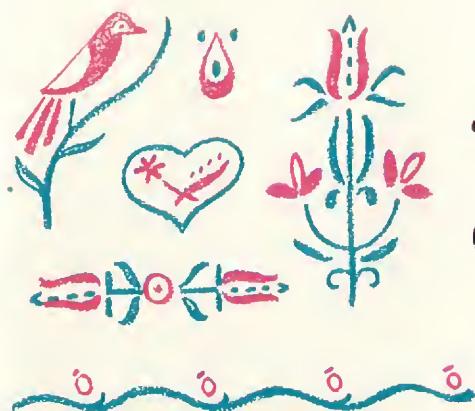
A wise choice for beauty, our Armstrong Floor has other advantages, too. It's sanitary, comfortable underfoot, easily cleaned and quiet . . . all important considerations in a nursery-bedroom like this.



Floor: Azure Blue Jaspe Linoleum Style No. 6
with accent band of plain white.

Problem-

How to make
a large kitchen
livable - a center
for dining and
other family
activities....

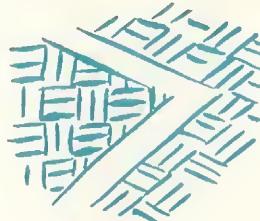


Authentic
Pennsylvania Dutch
 designs taken from
 "Pennsylvania Dutch Art"
 by Richard D. Brick
 (Carl Schurz Memorial
 Foundation, Inc.)
 420 Chestnut Street,
 Philadelphia, Pa.)

The first thing that comes to mind is a kitchen modeled after the big, old Pennsylvania Dutch kitchens in the country around Lancaster. Here is a chance to use a fireplace (to make the room really livable) ... and a lot of bright, cheerful colors, too.

The floor comes first - Armstrong's Embossed Linoleum in a terra cotta brick effect that's as ruddy as the clay in Pennsylvania's own Red Hills country. And I'll frame the living part of the room with a plain strip between the straight and slantwise areas of Embossed Linoleum, Style No. 6260.

To set off the red floor, I can use a bright Dutch blue for the cupboards

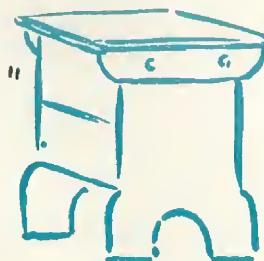


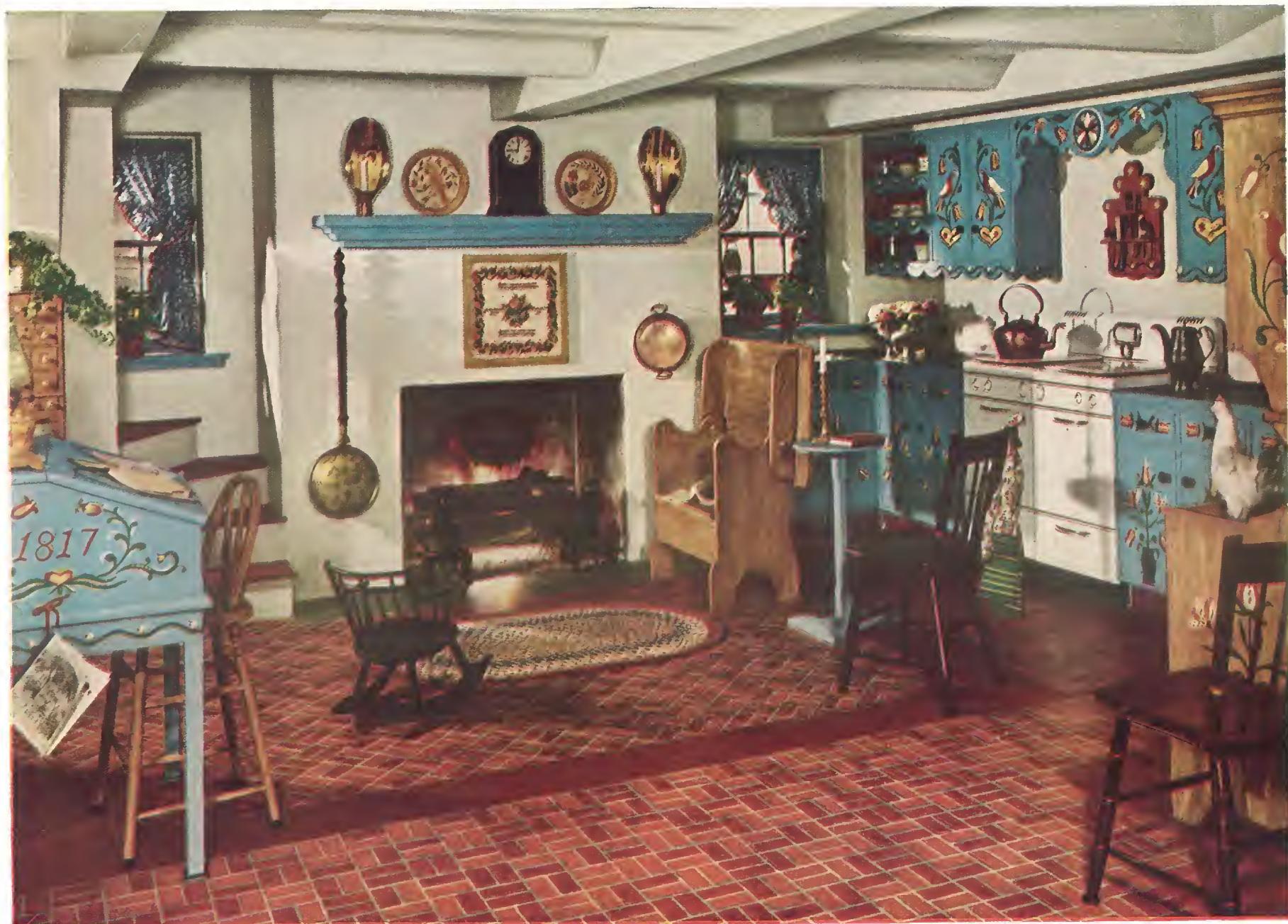
and cabinets, and paint the walls and ceilings with an off-white plastic paint. The next step is to find some of the old Pennsylvania Dutch designs to help brighten up the cabinets and give the room an authentic look.

Then a few accessories ... and it's done. A sampler above the fireplace ... one of those old hutch benches that fold back to make a table ... one of those homely chalk hens ... a braided rug, and a real brass warming pan. All these things will help to add warmth and color to make this kitchen a truly livable room -- with none of that overabundance of white enamel which so often takes the charm out of a kitchen by making it too clinical looking for comfort!

The "Hutch Bench"

CLOSED





Floor: Embossed Inlaid Linoleum, Style No. 6260.
Sink and cupboard top: plain midnight blue linoleum.
Band and cove base: plain terra cotta linoleum.



Floor: Platinum Gray Jaspe Style No. 5 with broad stripes and star insets of plain white.

Problem

Given an ordinary attic with limited floor space, small windows, slanting ceilings, and other shortcomings ... how can we convert it into a livable, one-room apartment?

Solution

These days, it's indeed a shame to waste living space anywhere. This typical attic which we show here served no useful purpose to begin with. But we made a few alterations, added a decorating trick or two, and now it's a small one-room apartment that satisfies all of the requirements of simple living.

Two small partitions were built to close off the bath ... and a clever folding screen was installed to hide the kitchen. The rest we did with paint, a few pieces of furniture, a new floor, and lots of color.

Actually the fresh and different color scheme of yellow, turquoise, and gray was inspired by the cool, clean floor of Armstrong's Platinum Gray Jaspe Linoleum. Two broad bands of white linoleum were set in the jaspe for the living room, and a

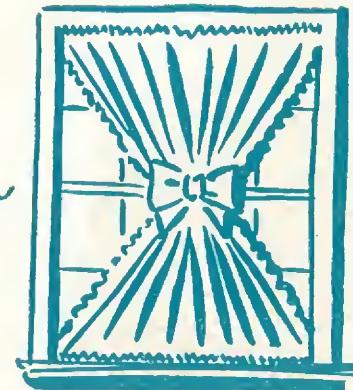
trim group of white die-cut stars was inset in the bathroom floor.

We used Primrose Yellow Linowall in kitchen and bathroom areas with ceilings and the two long walls in the living room area painted to match. For drama, the two end walls were painted a deep mole gray and stenciled with large yellow roses; the same treatment was also used for the folding screen.

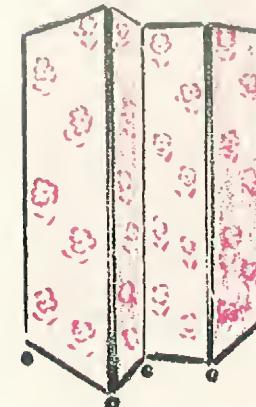
That long mirror behind the studio bed couch gives an illusion of size to the room, helps eliminate the sudden drop of the gable.

Minimum yet adequate furniture includes two chests, two comfortable upholstered chairs, a trestle table, sturdy wood chairs, coffee table, hanging book shelves, and the couch covered with gay patchwork quilting.

Curtain Idea



Use inexpensive white voile and cut 3" to 6" longer than window. Apply small ruffles to sides and finish with casings and headings. Stretch curtains between rods at tops and bottoms of windows. Then tie with a ribbon bow.



Rolling Screen

Mounted on casters, this screen serves many purposes. For practicability, one side has been covered with Lino-wall.



Floor: Straight Line Inlaid Linoleum Style No. 0376.
Cove base and counter tops: Plain Black Style No. 27.
Walls: Peach Linowall Style No. 705.

Problem:

Canning is always a messy job - Isn't there some way we can plan a year-round kitchen so that this extra work can be done with less fuss and bother?



A New Twist for Curtains

Tie two top corners of oblong dotted marquisette curtains into loose knots and fasten over top of window, then festoon as illustrated, using bunches of artificial fruit to hold in place.

Solution

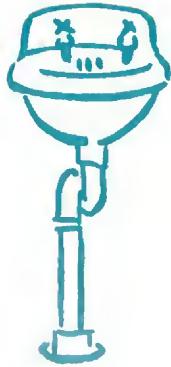
Convenience in canning is our first consideration for this kitchen, but we'll plan everything with a view to year-round serviceability. That center work unit, for instance, will save steps every day. The top is divided -- a

chopping block at one end with a cut-out wedge lid opening through which peelings can drop into the concealed garbage can; the other end, with its smooth linoleum surface, is a handy work table. Below are two end compartments with sliding doors and a large center

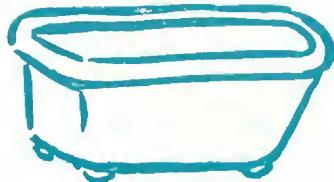
cupboard for a variety of utensils -- thin, long, short, or fat. On top a group of neat little drawers hold jar rings, paraffin, string, etc., and the built-in fluorescent light above adds a practical work-aiding touch.

A busy place like this needs a serviceable floor, too. That's why we chose Style No. 0376 in Armstrong's Linoleum. Tracked-in dust and spilled things are camouflaged by this floor's richly marbleized background. And, when we're ready to tidy up, its smooth surface wipes clean in a jiffy. For this very same reason, we've covered all other work surfaces -- sink top, pull-out boards, desk, and cupboard shelves -- with linoleum.

Finally, the color scheme. For the walls, we chose washable Armstrong's Peach Linowall, in reality a lighter tone of the floor color. Then we painted woodwork, cupboards, and ceiling a delightful mossy green. And we mustn't overlook the black linoleum cove base which provides a sanitary, easy-to-clean joining between floor and walls -- another idea that's tops in utility!



We'll hide these old family skeletons by building space-saving cabinets around them.



How to give a tiny, old-fashioned bathroom a whole lot of charm and a lot of closet space without spending a lot of money to replace old fixtures.

* * * * *

Solution

This will take a bit of doing because our total space is only $5\frac{1}{2}$ by 8 feet, and a good part of that is wasted by a clumsy old tub and lavatory that cannot be replaced with modern space-saving fixtures. Since every inch must be put to work, we'll have the carpenter enclose these old fixtures, building in cupboards and drawers as he goes along. For instance, the space along the side of the tub is not too shallow to house soaps, cleaners, and small bottles. Nor should that priceless space above the tub go to waste. Hot-water bottles and other seldom-needed equip-

ment can perch up there while waiting to be used.

In a room as small as this, keeping the family's towels from getting mixed is a problem quickly solved by private towelbars sliding into a cabinet at the foot of the tub. (A louvre in the door allows circulation of air, thus preventing mildew.)

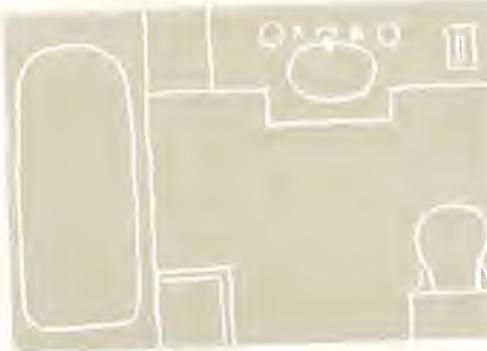
Enclosing the bowl gives us an interesting breakfront cabinet effect like one of those very modern pullman-type lavatories. A linoleum surface is indispensable here.

A sunny color scheme for this room is

very important because there is only one small window to admit light. Armstrong's Marbelle Linoleum and Armstrong's Lino-wall give us just the warm coral effects we are looking for.

However, we must avoid too much color in such a tiny room, so we'll band the linoleum floor with three tones of gray, and paint the cabinets in a grayish white that is attractive and practical. Finally, as an aid to keeping this room neat, Armstrong's Flash Type Cove Base will join the floor to the cabinet bases and the walls.

Only 5 $\frac{1}{2}$ by 8 feet



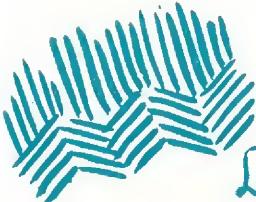
Floor: Marbelle Linoleum Style No. 019 with Linostrips of Linoleum Nos. 22, 24, 26 and discs of coral.
Border and cove base: dark gray linoleum.
Walls: Peach Linowall, Style No. 705.



Rooms Wanted	
2 ROOMS, unfurnished, light house-keeping, 1st or 2nd floor with private family or apt. bldg. On Springtown bus route.	L-112
DEFENSE worker, nights, wife and son week-ends, with small dog. Desire moderate suite near center of town.	0-211 Daily Gazette.
BUSINESS woman alone, wishes 1 or 2 furnished rooms in quiet home, or share home. Write E. J. Smith, 2618 Broad Street.	
BUSINESS couple wants small furnished apt. or 1 furnished room. Reasonable. Near street car or bus line, Western or Hunserville. Phone Mr. Johnson. Cas. 8697.	

Problem:

"Rooms for Rent" don't bring much income, but "One-Room Apartments" do. So let's teach a spare bedroom how to be a living room, dining room, and kitchenette, as well.



Laid in this simple herringbone design, the Jaspe Linoleum will look far more expensive than it really is.

Solution

cooking or dishwashing paraphernalia.

Next, to make a full-sized double bed look like a studio couch by day, we'll set its long side against the wall and build a tall, wood frame 12 inches wide around it. This frame serves also as a bookcase and as a bin for daytime storage of the bedding. The inexpensive, unfinished furniture can be done in a blond natural wood effect to match the cabinet and bed frame.

Finally, we'll save money on wallpaper by using a trick that every decorator knows: namely, to buy the very best paper -- but for one wall only -- and paint the other three.





Floor: Rust Jaspe Linoleum, Style No. 10.
Work Surfaces: Plain Copper Rust Linoleum, Style No. 60.

Problem Solving Styles

in EMBOSSED INLAID LINOLEUM

and STRAIGHT LINE INLAID LINOLEUM

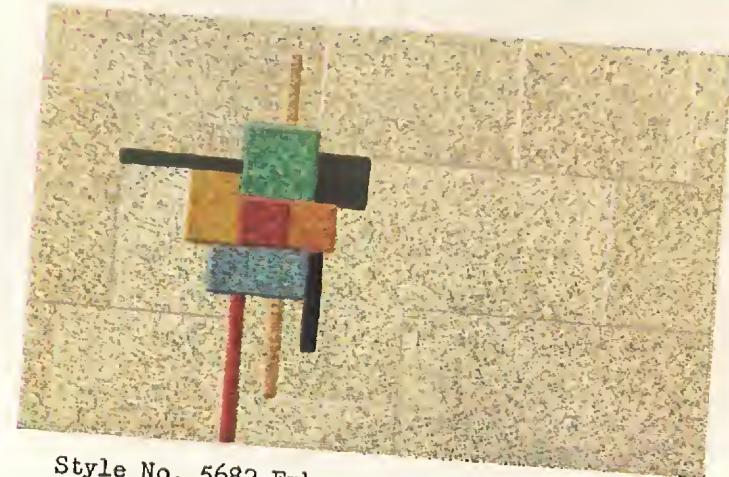
Floor styles like these -- and there are many others made by Armstrong -- make room decoration easier! As a background for important furnishings, there are subdued designs. When furnishings are undistinguished, a noticeable floor comes to the rescue to give the room interest. The Embossed Linoleum styles are an important group because they add texture to a room. Where a crisp effect is desired, use the clean-cut designs in Straight Line Linoleum.



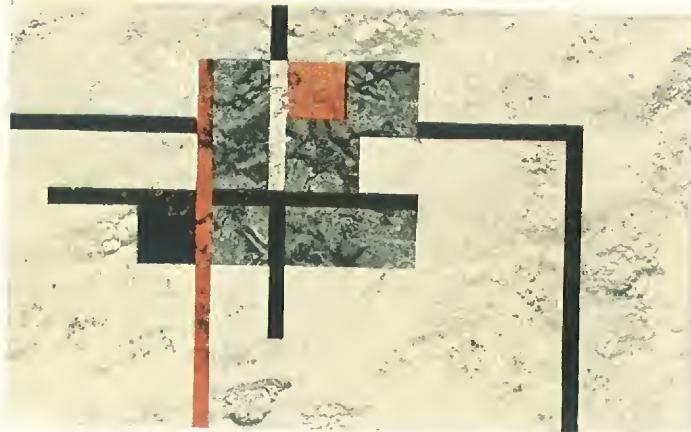
Style No. 0488 Straight Line Inlaid Linoleum, Standard Gauge - Use that floor design as a smart decorative motif for walls or cupboards in a kitchen.



Style No. 5352 Embossed Inlaid Linoleum, Standard Gauge - Tile effect with a warm, informal feeling. Good choice for a small room, den, living or dining room, kitchen.



Style No. 5682 Embossed Inlaid Linoleum, Standard Gauge - Sandstone background is a nice foil for the bright colors, any one of which can be used in curtains and trims.



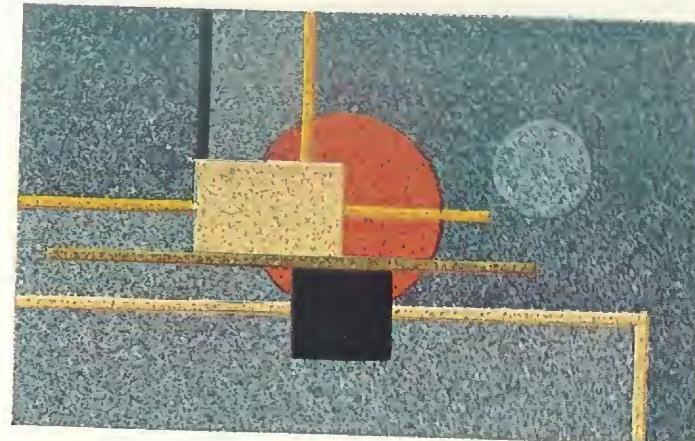
Style No. 0377 Straight Line Inlaid Linoleum, Standard Gauge - Crisp, tidy pattern. That red would serve as a smart trim for cupboards, window ledges, or baseboards.



Style No. 5531 Embossed Inlaid Linoleum, Standard Gauge - Serviceable, with lots of design interest. Best in a kitchen, bath, or sun porch - with solid color accessories.



Style No. 0466 Straight Line Inlaid Linoleum, Standard Gauge - Widely spaced design elements give this pattern an open, spacious feeling. Good for a crowded room.



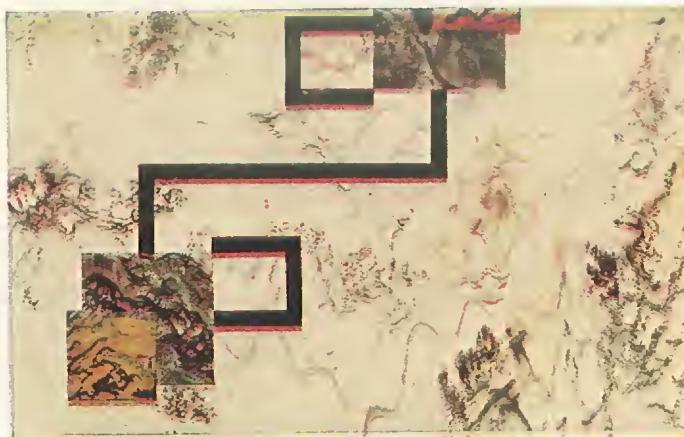
Style No. 5651 Embossed Inlaid Linoleum, Standard Gauge - Use this pattern to brighten up a dark kitchen. Could be used effectively in sun porches and play rooms, too.



Style No. 5680 Embossed Inlaid Linoleum,
Standard Gauge - Lots of accent color
ideas in the design blocks of this pat-
tern. Background hides tracked-in dust!



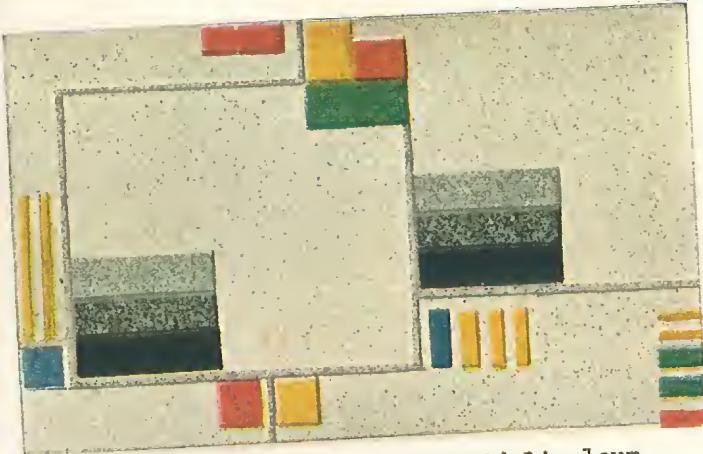
Style No. 0465 Straight Line Inlaid Lino-
leum, Standard Gauge - Rich tones in this
pattern combine to make a practical floor.
Use Style No. 706 Tan Linowall for walls.



Style No. 0487 Straight Line Inlaid Lino-
leum, Standard Gauge - Ivory, yellow, and
rose are perfect color complements. For
walls, try Style No. 712, Camellia Linowall.



Style No. 0456 Straight Line Inlaid Lino-
leum, Standard Gauge - Chartreuse and coral
for accent colors with this pattern. Might
use a dash of yellow in the scheme, too.



Style No. 5641 Embossed Inlaid Linoleum,
Standard Gauge - Bright fiesta colors
stand out in bold relief on a mottled
background. Nice for a kitchen or a bath.



Style No. 0376 Straight Line Inlaid Linoleum,
Standard Gauge - Strong floor interest
here. For contrast, green is a good choice.
But keep the accent colors plain and light.

Plains



Style No. 23
White



Style No. 48
Canary Yellow



Style No. 21
Evergreen



Style No. 20
Brown



Style No. 42
Jade



Style No. 43
Oriental Blue



Style No. 34
Cerulean Blue



Style No. 30
Midnight Blue



Style No. 29
Cadet Blue



Style No. 25
Terra Cotta



Style No. 22
Dark Gray



Style No. 39
Chinese Red



Style No. 40
Ruby



Style No. 46
Chocolate



Style No. 27
Black

Armstrong's Marbelle Linoleum



These styles can be used with a formal scheme in living or dining room. They're equally smart in kitchen or bath. The marbleized graining adds dignity and it's a work-saver. Soil marks blend with the surface till they're wiped away. Heavy and Standard gauges. Above, Style No. 08.



Style No. 027
Marbelle



Style No. 017
Marbelle



Style No. 013
Marbelle



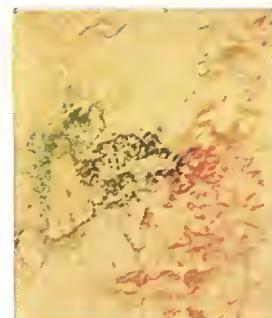
Style No. 02
Marbelle



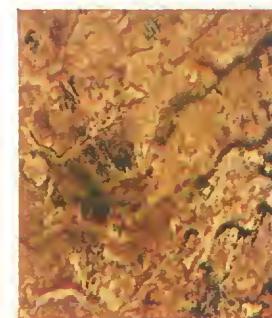
Style No. 021
Marbelle



Style No. 018
Marbelle



Style No. 028
Marbelle



Style No. 033
Marbelle



Style No. 034
Marbelle



Style No. 016
Marbelle



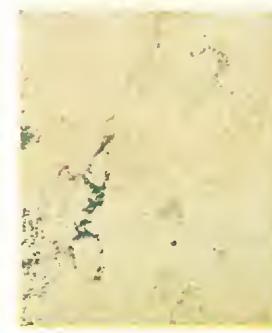
Style No. 09
Marbelle



Style No. 030
Marbelle



Style No. 019
Marbelle



Style No. 032
Marbelle



Style No. 020
Marbelle

Armstrong's Jaspe' Linoleum



Jaspe fits into any room and can be used in many ways. It can be cut into oblong and square pieces to make a smart basket-weave design ... or laid to look like a plank floor. Heavy and Standard gauges. Other ideas on pages 11, 14, and 21.
Above, Style No. 12, Taupe Jaspe.



Style No. 7
Beige Jaspe



Style No. 2
Dawn Jaspe



Style No. 3
Onyx Jaspe



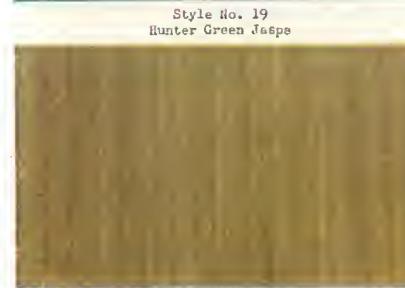
Style No. 9
Tan Jaspe



Style No. 19
Hunter Green Jaspe



Style No. 1
Apple Green Jaspe



Style No. 4
Light Taupe Jaspe



Style No. 16
Mink Brown Jaspe



Style No. 11
Marine Blue Jaspe



Style No. 6
Azure Blue Jaspe



Style No. 5
Platinum Gray Jaspe



Style No. 13
Driftwood Gray Jaspe



Style No. 10
Rust Jaspe



Walls behind lavatory and around tub are Linowall, Style No. 700 for serviceability and beauty. Sanitary cove base joins floor and wall. Floor combines green and white Marbellle, Style Nos. 08 and 032.

Armstrong's

THE LONG-LASTING
LINOLEUM-LIKE WALL COVERING

As much as new linoleum floors can do for a run-down room, they just can't hide the ugliness of shabby, discolored walls — because wall areas are so conspicuous. That's why I suggest that people installing new floors do over their walls at the same time -- with a wall covering that will last just as long and prove every bit as serviceable as their Armstrong's Linoleum Floors.

Often, without sacrificing style or color in the least, it is possible to have walls in kitchens and baths that are just as easy to clean, just as durable and just as beautiful as linoleum. The secret is to use Linowall, which is the linoleum-like wall covering made by the makers of Armstrong's Linoleum. These pictures of rooms I

You'll find more rooms with

Linowall

have designed with Linowall show how attractive it really is. The colors here are only two of the many handsome marbleized effects in Linowall.

Linowall is washable. Fingerprints and most other spots and stains come off in a jiffy. That makes it perfect for kitchens, bathrooms, nurseries.

Linowall is flexible. It conforms beautifully to rounded corners, and it covers odd-shaped walls without a trace of a wrinkle or bulge. And it can be installed quickly and inexpensively over any sound plaster wall, old or new, as well as plasterboard.

Linowall is made to last. It requires no costly refinishing, and it does not chip or craze.

Armstrong's Linowall is sold through your local merchant. He can install it for you, too!

Linowall on pages 5, 8, 14, 16, 19



Walls here are Peach Linowall, Style No. 705, a pretty choice, and a practical one, for a powder room or bath. Floor is Marbelle Linoleum, Style No. 027 accented with a twisted ribbon design and inexpensive die-cut stars.

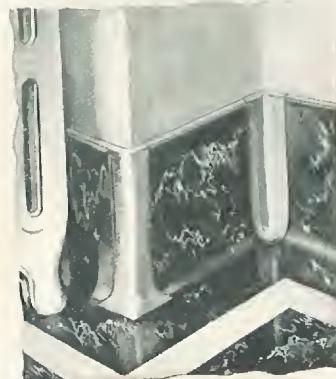
Other uses of Armstrong's Linoleum

Grand flooring material that it is, Armstrong's Linoleum is by no means confined to the floor. Its tough, cushiony surface makes it ideal for a dozen other uses in kitchens, baths, nurseries, workshops, closets, sun porches and other rooms.

The pictures on this page will give you a few ideas. You'll think of others, too. Any linoleum merchant can supply and install the linoleum to order; or he can utilize odd pieces and left-overs when he installs new floors.



Sink Tops and Window Sills - Linoleum makes a sanitary covering for sink tops and other work surfaces. Its resilient surface reduces breakage. Use it on window sills, too!



Flash Type Cove Base - Dirt cannot catch in the seamless, rounded corners of a linoleum cove base. The material is curved up the wall for $4\frac{1}{2}$ " or 6", then finished with plastic trim.



Stairways - Linoleum on stair treads and risers makes them more attractive, quieter, and easier to clean. And, best of all, linoleum doesn't need expensive refinishing either!



Shelves - Color and cleanliness are added to shelves and closets when they're surfaced with bits of linoleum. Frequently these can be salvaged from pieces from your floor installation.



Nurseries - Linoleum makes a sanitary, germ-free covering for the floor of baby's play pen. And fingermarks and smudges on that Linowall-covered door can be easily removed!

How To Install Armstrong's Linoleum

For most satisfactory results, Armstrong's Linoleum should be pasted down with the special paste made by Armstrong for this purpose.

In installing your new floor, it is sometimes necessary to cement a layer of lining felt to the wood underfloor first before pasting down the linoleum. In other cases, the linoleum may be cemented directly to the subfloor. Your dealer can quickly tell you which method -- felt layer or direct installation -- is recommended for the type of linoleum to be laid in your room.



The linoleum, tailored to fit the room, is cemented to the lining felt to prevent splitting, cracking, and buckling. The felt also increases the quiet, comfort, and warmth of the floor.



After cleaning and leveling the wood subfloor, Armstrong's Lining Felt is carefully fitted on every side of the room and securely pasted down, then it is rolled to assure a permanent smoothness.



After fitting and cementing, the entire floor is rolled with a heavy roller. Seams are weighted down with sandbags. The finished installation is quiet, foot-comfortable, and serviceable.

How to take care of your Armstrong's Linoleum Floors

After your Armstrong Floor is laid, you'll find that its care is easy and time saving. All you need are two simple helps.

The first is Armstrong's Linogloss Wax developed especially by Armstrong for fine floors. It's easy to apply -- it spreads evenly and quickly -- and needs no polishing whatsoever! Be sure to use it, because Linogloss not only protects the mirror-smooth surface of the floor from wear and scratching, but makes dusting and cleaning much easier. And here's a helpful hint. Several very thin coats are much better than one heavy coat.

And before you rewax -- just be sure that your floor is clean. Dry-dusting is all the daily care it needs, and a damp cloth picks up spilled food, footprints, and other ordinary spots and stains. But occasionally you'll want to wash it with Armstrong's Floor Cleaner. It, too, was made especially for resilient floors. It's easy to use, it picks up all the dirt, and it won't injure the linoleum. (Avoid strong soaps on your resilient floor; if you use soap at all, use mild flakes. And don't wash the floor too often -- most people do. Count on daily dust-

ing to keep it clean, and waxing to prevent dirt from being ground in.)

One other very practical suggestion: use Armstrong's Furniture Rests to protect your floor. Your merchant sells these rests -- and wax and cleaner, too.



Armstrong's* Linogloss Wax
keeps floors new looking.



Armstrong's* Floor Cleaner,
made especially for linoleum.

*When you buy Linogloss Wax or Floor Cleaner, you may find it in cans (as shown here) or bottles. In either case, it's the same fine product.

